

Contract #**339694**

Schedule Dates

11/03/12-11/06/12

Advertiser

WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Agency/T-Code

Crossroads Media (1218)/055317791

Product

Political - Issue (1068)

Brand

ISS/AMER. CROSSROADS (140910)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Buyer Name

Telerep/Washington DC

Phone/Fax

MARONEY, STEPHANIE

CPE

/

Account Types

11/27/1339
National/Political

Billing Type

Standard

Comments

AMER CROSSROADS
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Date Entered

11/01/12

Last Modified

11/05/12

Entered By

Mary Beth Halas

CO-OP

Yes

Headline #

06402255

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$7,128.75

Net Total

\$40,396.25

Sales Tax

WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Pittsburgh (WPXI)		By Broadcast Month	Spots	Rate
Nov. 2012		26	\$47,525.00	
		Grand Total:		26
				\$47,525.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Sports-Football	11/03/12-11/03/12	3	:30	3:28p- Notre Dame Football							2	2	\$7,500.00	\$15,000.00	Pittsburgh (WPXI)	PITTSBURGH VS. NOTRE DAME 330-7P/22	11/1/12	
13.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	6a- 8a (EST)							1	1	\$675.00	\$675.00	Pittsburgh (WPXI)	NEWS 6-8A/24	11/1/12	
14.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	7:30p- Hines Ward Show							1	1	\$675.00	\$675.00	Pittsburgh (WPXI)	HINES WARD SHOW 730-8P/25	11/1/12	
14.0.1	Closed Preempt	11/03/12															Pittsburgh (WPXI)	Sports Over Run/Spot -	
15.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	8a- 10:30a (EST)							1	1	\$750.00	\$750.00	Pittsburgh (WPXI)	NEWS 8-1030A/26	11/1/12	
16.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	11:30p- Channel 11 News Following Football 1130p							1	1	\$4,500.00	\$4,500.00	Pittsburgh (WPXI)	NEWS 1135P-1235A/28	11/1/12	
17.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	5:59p- CHANNEL 11 NEWS							1	1	\$1,400.00	\$1,400.00	Pittsburgh (WPXI)	NEWS 6-630P/29	11/1/12	
18.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	8a- 10a (EST)							1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	NEWS 8-10A/30	11/1/12	
19.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	12:35a- Law & Order							1	1	\$725.00	\$725.00	Pittsburgh (WPXI)	LAW & ORDER: 1225-205A/32	11/1/12	
20.0	Normal Line / Sports- Local Pro	11/03/12-11/03/12	3	:30	2:30p- Pitt/Notre Dame Pre Game							2	2	\$2,250.00	\$4,500.00	Pittsburgh (WPXI)	PITT-ND PREGAME SHOW 230-330P/33	11/1/12	
21.0	Revised Line / Sports-Football	11/04/12-11/04/12	3	:30	8:13p- NBC Sunday Night Football							1	1			Pittsburgh (WPXI)	NFL: COWBOYS @ FALCONS 805P-12N/31	11/1/12	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Accepted-Station:
Date:	Date:

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WPXI

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Advertiser

Po/Iss/American Crossroads (13324)

Crossroads Media (1218)/055317791

Political - Issue (1068)

ISS/AMER. CROSSROADS (140910)

Agency/T-Code

Telerep/Washington DC

Product

Telerep/Washington DC

Brand

MARONEY,STEPHANIE

Salesperson

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Sales Office

11/27/1339

Buyer Name

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Phone/Fax

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CPE

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21.1	Normal Line / Sports-Football	11/04/12-11/04/12	5	:30	8:14P- NBC Sunday Night Football							1	1	\$6,500.00	\$6,500.00	Pittsburgh (WPXI)	NFL: COWBOYS @ FALCONS 80SP-12M/31	11/2/12	
22.0	Normal Line / Prime	11/03/12-11/03/12	5	:30	9P- NBC Movie of the Week 9-11P							2	2	\$1,200.00	\$2,400.00	Pittsburgh (WPXI)	MOVIE: RUDY 9-11P/27	11/1/12	
23.0	Normal Line / Spot	11/04/12-11/04/12	10	:30	5:30A- 6A (EST)							1	1	\$0.00	\$0.00	Pittsburgh (WPXI)	Ward moved from 11/3 to 11/4 line 14	11/4/12	
24.0	M/G For 14.0.1 / Spot	11/06/12-11/06/12	2	:30	10A- Ellen							1	1	\$675.00	\$675.00	Pittsburgh (WPXI)	Ellen/25	11/5/12	

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Date:	Date:

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